

**In the Claims**

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3 1. (Previously Presented) A processor-readable medium comprising  
4 processor-executable instructions for processing a PDF (portable document  
5 format) document to produce a PPML (personalized print markup language)  
6 template, the processor-executable instructions comprising instructions for:

7 opening the PDF document;

8 converting a PDF element within the PDF document into a variable object;

9 selecting a macro containing rules governing operation of the variable  
10 object; and

11 configuring the PPML template to include a definition of the variable  
12 object, the macro and a version of the PDF document, wherein the version of the  
13 PDF document is configured as a background element within the PPML template.

14 2. (Original) A processor-readable medium as recited in claim 1,  
15 wherein converting the PDF element within the PDF document into the variable  
16 object comprises further instructions for:

17 providing a tool for operation by a user; and

18 responding to operations of the tool which result in a selection of a portion  
19 of the PDF document to be associated with the variable object.

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21 3. (Original) A processor-readable medium as recited in claim 2,  
22 wherein the selection of the portion of the PDF document comprises further  
23 instructions for:

24 selecting a graphical image within the PDF document.  
25

1  
2 4. (Original) A processor-readable medium as recited in claim 2,  
3 wherein the selection of the portion of the PDF document comprises further  
4 instructions for:

5 selecting text within the PDF document.  
6

7 5. (Original) A processor-readable medium as recited in claim 2,  
8 wherein responding to operation of the tool comprises further instructions for:

9 providing the user with a first set of properties for graphical objects and a  
10 second set of properties for text objects;

11 allowing the user to adjust the properties; and

12 governing conversion of the PDF element within the PDF document into  
13 the variable object according to the properties.  
14

15 6. (Previously Presented) A processor-readable medium as recited in  
16 claim 1, wherein selecting the macro comprises further instructions for:

17 configuring the macro as an XML (Extensible Markup Language) file  
18 containing macros described by an XSL (Extensible Style Language) schema.  
19

20 7. (Previously Presented) A processor-readable medium as recited in  
21 claim 1, wherein selecting the macro comprises further instructions for:

22 configuring an external XSLT (Extensible Markup Language Template)  
23 macro file to contain the rules governing the operation of the variable object.  
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1           8.     (Previously Presented) A processor-readable medium as recited in  
2 claim 1, wherein selecting a macro comprises further instructions for configuring  
3 the macro file to:

4           regulate text scaling within the variable object;  
5           regulate text wrapping within the variable object;  
6           regulate image scaling within the variable object; or  
7           regulate image cropping within the variable object.

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9           9.     (Original) A processor-readable medium as recited in claim 1,  
10 comprising further instructions for:

11           modifying the PDF document to include marking elements to link the  
12 variable object with the macro.

13  
14           10.    (Original) A processor-readable medium as recited in claim 1,  
15 comprising further instructions for:

16           referencing the PDF document as a background PPML asset from within  
17 the PPML template;

18           listing, within the PPML template, fonts required within the PPML  
19 template;

20           configuring the PPML template to include at least one macro; and  
21           defining the variable object as REUSABLE within the PPML template to  
22 allow reuse of the variable object when references indicating such use appear.

1           11. (Original) A processor-readable medium as recited in claim 1,  
2 comprising further instructions for:

3           saving the PPML template as an optimized tree-structure; and

4           using a PPML to PDF converter to produce an optimized PDF document  
5 from the PPML template wherein subsequent instances of a PDF object will be  
6 substituted with references to an initial instance of the PDF object.

7  
8           12. (Original) A processor-readable medium as recited in claim 1,  
9 comprising further instructions for:

10           presenting a user with a choice between .pplm and .ppmlt as an extension  
11 for addition to a file name; and

12           saving a PPML document resulting from the PDF document under the file  
13 name with the extension.

14  
15           13. (Withdrawn) A processor-readable medium comprising processor-  
16 executable instructions for processing an initial PDF (portable document format)  
17 document to produce a PPML (personalized print markup language) template, the  
18 processor-executable instructions comprising instructions for:

19           marking a copy of the initial PDF document to indicate variable objects,  
20 thereby forming a marked PDF document;

21           forming the PPML template to include the variable objects and to include at  
22 least portions of the initial PDF document as a background; and

23           configuring macros to govern use of the variable objects.  
24  
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1           14. (Withdrawn) A processor-readable medium as recited in claim 13,  
2 wherein marking the copy of the initial PDF document comprises further  
3 instructions for:

4           selecting text or an image, with a selection tool, to form the variable object;  
5           moving the variable object within the PDF document with a movement  
6 tool; and  
7           resizing the variable object with a resizing tool.

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9           15. (Withdrawn) A processor-readable medium as recited in claim 13,  
10 comprising further instructions for:

11           importing the macros from external files to govern operation of the variable  
12 objects, wherein the macros are defined using XSLT (Extensible Markup  
13 Language Template) rules.

14  
15           16. (Withdrawn) A processor-readable medium as recited in claim 15,  
16 wherein importing the macros comprises further instructions for:

17           regulating text scaling within the variable objects;  
18           regulating text wrapping within the variable objects;  
19           regulating image scaling within the variable objects; or  
20           regulating image cropping within the variable objects.

1           17. (Withdrawn) A computer system, comprising:  
2           a variable object creation tool to select objects within a PDF (portable  
3 document format) document for designation as variable objects within a PPML  
4 (personalized print markup language) template;  
5           a macro selection tool to allow a user to select rules governing use of the  
6 variable objects; and  
7           a PPML template generator to assemble the variable objects within the  
8 PPML template and to configure at least portions of the PDF document as a  
9 background within the PPML template and to assemble the selected rules as a  
10 macro.

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12           18. (Withdrawn) The system of claim 17, wherein the variable object  
13 creation tool is configured to select text within the PDF document.

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15           19. (Withdrawn) The system of claim 17, wherein the variable object  
16 creation tool is configured to select a graphical image within the PDF document.

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18           20. (Withdrawn) The system of claim 17, additionally comprising:  
19           a user interface configured to provide the user with a first set of properties  
20 wherein the selected objects include graphical objects and a second set of  
21 properties wherein the selected objects includes text objects, to allow the user to  
22 adjust the first and second sets properties, which are configured to govern  
23 operation of the variable objects within the PPML template.

1           21. (Withdrawn) The system of claim 20, wherein the first and second  
2 set of properties include:

3           regulating text scaling within the variable objects;  
4           regulating text wrapping within the variable objects;  
5           regulating image scaling within the variable objects; or  
6           regulating image cropping within the variable objects.

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8           22. (Withdrawn) The system of claim 17, wherein the macro is  
9 configured as an XSLT file.

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11           23. (Withdrawn) The system of claim 17, wherein the macro is  
12 configured as an XML (Extensible Markup Language) file containing macros  
13 described by an XSL (Extensible Markup Language) schema.

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15           24. (Withdrawn) The system of claim 17, comprising:  
16           a PPML to PDF converter to produce an optimized PDF document from a  
17 PPML document derived from the PPML template wherein subsequent instances  
18 of a PDF object will be substituted with references to an initial instance of the  
19 PDF object.

1        25. (Previously Presented) A computer system, comprising:  
2        means for opening a PDF (portable document format) document;  
3        means for converting a PDF object within the PDF document into a  
4        variable object;  
5        means for generating a macro to contain rules governing use of the variable  
6        object; and  
7        means for configuring a PPML (personalized print markup language)  
8        template to include the variable object, the macro and at least portions of the PDF  
9        document, wherein the at least portions of the PDF document is configured as a  
10       background within the PPML template.

11  
12       26. (Original) The system as recited in claim 25, wherein the means for  
13       converting the PDF object within the PDF document into the variable object  
14       comprises:

15       a variable object creation tool configured for operation by a user, wherein  
16       operation of the variable object creation tool allows the user to select the PDF  
17       object.

18  
19       27. (Original) The system as recited in claim 26, wherein the variable  
20       object creation tool is configured for selecting a graphical image within the PDF  
21       document.



1           28. (Original) The system as recited in claim 26, wherein the variable  
2 object creation tool is configured for selecting text within the PDF document.

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4           29. (Original) The system as recited in claim 26, wherein the variable  
5 object creation tool comprises:

6           a graphical user interface to provide the user with a first set of properties  
7 for graphical objects and a second set of properties for text objects;

8           wherein the graphical user interface allows the user to adjust the properties;  
9 and

10          wherein the graphical user interface governs conversion of the PDF object  
11 within the PDF document into the variable object according to the properties.

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13          30. (Previously Presented) The system as recited in claim 25, wherein  
14 the means for generating the macro configures the macro as an XML (Extensible  
15 Markup Language) file containing macros described by an XSL (Extensible Style  
16 Language) schema.

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18          31. (Previously Presented) The system as recited in claim 25, wherein  
19 the means for generating the macro configures an external XSLT (Extensible Style  
20 Language Template) macro file to contain the rules governing the use of the  
21 variable object.

1           32. (Original) The system as recited in claim 25, wherein the means for  
2 generating the macro to contain rules governing use of the variable object creates  
3 rules comprising:

4           rules for regulating text scaling within the variable object;  
5           rules for regulating text wrapping within the variable object;  
6           rules for regulating image scaling within the variable object; and  
7           rules for regulating image cropping within the variable object.

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9           33. (Original) The system as recited in claim 25, additionally  
10 comprising:

11           means for modifying the PDF document to include marking objects to link  
12 the variable object with the macro.

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14           34. (Original) The system as recited in claim 25, further comprising:  
15           means for referencing the PDF document as a background PPML asset  
16 from within the PPML template;

17           means for listing, within the PPML template, fonts required within the  
18 PPML template;

19           means for configuring the template to include at least one macro file used  
20 by the template; and

21           means for defining the variable object as REUSABLE within the PPML  
22 document to allow reuse of the variable object when references indicating such use  
23 appear.

1           35. (Original) The system as recited in claim 25, additionally  
2 comprising:

3               means for saving the PPML template as an optimized tree-structure; and

4               means for producing an optimized PDF document from the PPML  
5 document wherein subsequent instances of a PDF object will be substituted with  
6 references to an initial instance of the PDF object.

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8           36. (Withdrawn) A method for processing a PDF (portable document  
9 format) document for transmission to a printer accepting PPML (personalized  
10 print markup language) print jobs, comprising:

11               marking a PDF object within the PDF document and converting the marked  
12 object into a variable object;

13               associating a macro containing operation-governing rules with the variable  
14 object; and

15               configuring a PPML template to include a definition of the variable object,  
16 the macro and a version of the PDF document, wherein the version of the PDF  
17 document is configured as a background element within the PPML template.

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19           37. (Withdrawn) The method of claim 36, additionally comprising:  
20 merging the PPML template with data, thereby creating a PPML document;  
21 and

22               printing the PPML document using a digital press.  
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1           38. (Withdrawn) The method of claim 36, additionally comprising:  
2           providing a tool for operation by a user; and  
3           responding to operations of the tool which result in a selection of a portion  
4 of the PDF document to be associated with the variable object.

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6           39. (Withdrawn) A processor-readable medium comprising processor-  
7 executable instructions for:

8           processing a PDF document to produce a PPML document, wherein the  
9 processing comprises instructions for:

10                 converting a PDF element within the PDF document into a variable  
11 object;

12                 generating a macro to contain rules governing operation of the  
13 variable object; and

14                 configuring the PPML document to include the variable object, the  
15 macro and the PDF document, wherein the PDF document is configured as a  
16 background within the PPML document; and

17                 checking accuracy of the PPML document by producing a PDF document  
18 from the PPML document.

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1           40. (Withdrawn) The processor-readable medium of claim 39, wherein  
2 checking accuracy comprises instructions for:  
3           parsing structures within the PPML document;  
4           generating a PDF document tree; and  
5           interpreting the parsed structures from the PPML document onto locations  
6 on the PDF document tree.

7  
8           41. (Withdrawn) The processor-readable medium of claim 39,  
9 additionally comprising instructions for:  
10           configuring a PDF document according to the PDF document tree; and  
11           printing the PDF document.  
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